

AMRITPAL SINGH

DIGITAL MARKETER

PERSONAL PROFILE

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

CONTACT

 Mohali, India

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 6280924177

EDUCATION

Engineering

Amritsar College Of Engineering,
Amritsar, India

Senior Secondary

DR MODERN PUBLIC SCHOOL,
Amritsar, India

SKILLS

- Search Engine Optimization
- Social Media Optimization
- Data analytics
- Content Marketing

WORK EXPERIENCE

SEO Executive

USM Business Systems , Hyderabad, India

FEB-AUG 2020

- Reviewed and optimized client sites to improve keyword targeting URL strategies and website architecture
- Analyzed and audited clients' websites to address performance issues.
- Monitored performance of marketing strategies and statistics to identify areas of improvement.
- Generate Leads with Best SEO Practices, and also maintain Keyword Rankings
- Utilized search engine optimization and emphasized importance of link building.
- Completed keyword research to target clients based on keyword targeting.
- Built, implemented and updated effective SEO strategies.

Digital Marketing Executive

Bafflesol Technologies, Gurgaon, India

June -OCT 2019

- Handled SEO of 3 Projects both ON-PAGE and OFF-PAGE
- Created Solution-based execution plans to achieve business goals
- Evaluate Website for mobile performance and optimal search engine ranking.
- Research keywords relevant to the marketing efforts of the client.
- Managed social media pages.
- Engaged in continuous Research regarding Digital marketing and focused on getting desired results
- Basic Experience of working on canva.

Junior SEO Executive

International Web Technology , Gurgaon, India

NOV 2018-JUNE 2019

- Handling ON page and OFF page optimization.
- Website analysis, Analysis of top Competitor keywords, Meta Creation, Search
- Engine Optimization strategies.
- Completed keyword research to target clients based on keyword targeting.